# § PUBLICITY IS EDUCATION

India has entered the era of Post war Development

India is *people*——some four hundred million of people

India is *land*——some two million square miles of land

India is *villages*——some seven hundred thousand of villages

The development of India means the development of her people, of her land, of her villages

India is *rural*

The Central and Provincial Governments have prepared many comprehensive schemes for the development and betterment of rural India and, as the first step, it is necessary to prepare the villagers themselves so that they take the utmost advantage of the many schemes and, at the same time, practise that self help by which alone they can improve their condition as individuals and as communities

Publicity is Preparation Modern warfare gives us an apt analogy Time was when the air, sea and land forces were three different arms carrying out distinct and different roles Modern military thought considers them as one whole Service, not playing three distinct roles but three parts of the same rôle An invasion does not start when the Infantry actually lands on the beach The invasion started when the Air Force commenced the "softening up" process perhaps weeks before

The invasion may, therefore, be in three parts Air action, Naval bombardment and Infantry assault Similarly, rural development falls into three parts Information demonstration and action Information is the "softening up" process Publicity is Information. Our publicity is not *about* rural development but an integral part *of* rural development and our objectives should be —

(1) To produce from within an urge for a better village and better village life

(2) To induce villagers to help themselves first, before looking to Government for benefits

(3) To interest villagers in the plans of the development Departments of Government for the betterment of village life and to make them anxious and eager to make the best use of the Schemes

All this means a revolutionary social change for the villager his outlook towards his work, towards his resources, his cattle, his family his farm his neighbours his customs and his Government must be entirely changed and it is we who must change it.

Sir Mirza Ismail, in a recent speech, has described our purpose perfectly —

> *'Ignorance, want and squalor are giants to be fought .. The sense of personal, individual duty to the country does not exist, and must be created*
>
> *We must thus create in the masses, the desire and the ability to make efforts themselves to get rid of poverty and insecurity, dirt and disease, stagnation and inertia The dry bones of any plan can only spring to life if vitalized by the will of the Government and the enthusiasm of the people fused into a single power for good"*

This enthusiasm may be termed as Development *Morale* or better still, as the Indian word *Josh*, and the action it activates as Development Effort To engender the *Josh* that activates the effort is our task and purpose Enthusiasm is born of knowledge and to spread knowledge is our function Publicity is Education.

## § EDUCATIVE PUBLICITY

Publicity is Education and the chief function of Educative Publicity is to raise Development *Morale* or *Josh* to such a point—and to maintain it at that point—that the villager will, *of his own volition,* be impelled towards maximum Development Effort

It is for Government with plans, measures and administration, etc , to provide the means and facilities for maximum development effort, but Government plans and measures cannot by themselves produce maximum effort. The villager will give of his best only if he himself wants to give of his best, and not because Government wants him to do so

It is the very subtlety of Educative Publicity which makes it so potent an instrument There is nothing tangible about the *Josh* we create—nothing that can be assessed weighed or measured—and that no doubt is the reason why Educative Publicity has been so sadly neglected for the development of our country

Let us, therefore, try to define this publicity and to determine its scope and purpose so as to be quite clear in our own minds

*Educative Publicity is any form of publicity or propaganda which by psychological approach gives the people an impetus to improve their social economic condition as individuals and as communities.*

This defines Educative Publicity in general terms, its more exact scope and purpose is admirably summarised in the Second Report of the Reconstruction Committee of Council

> *"The object of such propaganda must be to prepare the ground for social and economic development to educate the public in the broadest sense of the word and more especially to awake a desire for better things It should include everything that comes under the heading of rural uplift or better living hygiene health, cleanliness, education both of boys and girls improvement in agriculture, co operation, the avoidance of litigation and debt, thrift and in fact all the public and private virtues It can be utilised to ...*
> *ill ... sense to those who are*
> *to ... ia and the world at large*
> *... nen village or district It can also be utilised to combat communal feeling and dissension A feature of all educational propaganda should be to foster a sense of national unity and common interest the value of the connection with the British Commonwealth, and the advantages of international co-operation"*

Consider carefully the first sentence

> *"The object of such propaganda must be to prepare the ground for social and economic development ,*

The stimulus of economic improvement is the urge for social improvement Few of us want money for money's sake We want money for what money can bring and when the people desire a higher standard of existence they will ... the help of Government,
is the means an ...
so much econom ...
and with missio ... we must inform instruct and inspire suggest and stimulate, and our method should be —

(a) First to gain the villager's confidence

(b) To stimulate the desire for better living

(c) To show him how to improve his economic condition so that he may satisfy this new desire

We have a great task to perform a great message to deliver

## § MEDIA FOR EDUCATIVE PUBLICITY

We have therefore a great message to deliver But Publicity is a technical subject It is one thing to have a message for the villager To deliver that

message effectively is another matter and the technique must be studied and learnt. The villager is both inaccessible and illiterate. We have to reach him and to approach him correctly. To reach him is a question of transport, but to approach him correctly is a question of technique and the technique we must adopt is known as "audio visual" publicity. Out of reach of the written word, the villager must be approached through the eye and ear, as far as possible simultaneously, and we will now consider various methods.

## *The Film*

Without doubt the best form of audio-visual publicity is the "talkie" film and the instructional and factual "short" fulfils the double purpose of creating interest in agricultural problems and rural development and of providing the villager with authentic information about the best means of effecting practical improvements in farming methods and rural conditions. Such films also convey useful and [illegible] foreign films.

No nation has ever been faced with a greater teaching problem than India is today. Health habits, principles of nutrition, disease control, sanitation, the co-operative spirit, a sense of unity, new agricultural methods, anti-erosion measures, etc., etc., have all to be inculcated in an immense, illiterate and ignorant rural population.

The various Departments of Government responsible for such subjects will not be able to train a sufficient number of demonstrators and instructors for a considerable period but, next to actual demonstration and instruction, the instructional film is, perhaps, the best form of teaching and can explain, in an interesting connected, logical story, whatever Government may wish the public to know or learn. Not only can the film reach vast audiences—audiences far vaster than demonstrators can ever reach—but, even when demonstrators are present, the film by vitalising instruction accelerates and facilitates the learning process in village minds that have not been developed and are slow to grasp.

Films to carry out the above purposes are produced by the Department of Information and Broadcasting of the Government of India, of an a' Ind[illegible] and by Provincial Governments in accordance with local cond[illegible] and exhibited by the Mobile Publicity Units.

## The Spoken-word

There are, however, two great difficulties in the way of producing instructive and informative films for country-wide or even province-wide exhibition. These are the language problem and the fact that conditions, type and dress vary from Province to Province and, in some Provinces, from District to District Any defects, therefore, in the films shown can be overcome by colloquial talks in the language and about the needs of the locality, reinforced by charts, posters and lantern slides Rural notabilities should be asked to preside over and speak at such meetings and every advantage taken of local leadership to give the desired example, advice and lead The question and answer method should always be employed, to listen to a speech is simple but to ask a question requires thought and interest and it is thought and interest that we must provoke

Background material, "talking points", charts and posters are produced and distributed by both the Central and Provincial Organisations and each Mobile Publicity Unit is equipped with either a Magic-Lantern or Strip Projector.

This material and equipment enable the Organisers in charge of Units to carry out all kinds of Educative Publicity of a general character. But for detailed information and instruction about technical and specialised subjects, the representatives of the Departments concerned must always be called in, the closest co-operation and co-ordination between the Units and the local Departmental representatives must be built

## Exhibitions. Demonstrations. Competitions.

Exhibitions are three-dimensional visual publicity and one of the best ways of interesting slow-thinking people in new things is to show them models which they can feel and handle and examine at leisure. Models have many of the advantages of actual equipment and objects and some additional ones, such as ease of demonstration and movement. Models are classed in three main groups. First, [illegible]

demonstrate function or processes.

Actual equipment and objects should also be used as far as practicable and well-planned Exhibitions of ploughs, tractors, tube wells, health, seeds, food and nutrition, good and bad cattle and of better homes and farms have proved a most popular and valuable method of educating public opinion and stimulating development effort.

Exhibitions should be both mobile and static: mobile so as to be able to be staged at fairs, *melas*, etc, where large crowds are certain to be present, and

static at important centres. Small models can be carried and exhibited by the Mobile Publicity Units.

Many Provinces have combined static Exhibitions with Information Bureaux and Libraries and have installed radio sets and magic lanterns. Such institutions should gradually be turned into "village centres" where villagers can gather in their spare time for relaxation and entertainment of an interesting and stimulating nature.

But exhibition by itself is not enough. To show models and new equipment to villagers is very useful but only half the lesson. To be able to judge their value and potentialities, the villagers must see the equipment in action. Arrangements must be made for local Departmental representatives to demonstrate the equipment and materials, such as fertilisers, D.D.T., etc., which are being exhibited. Demonstration is an essential and one of the most effective media of Educative Publicity.

Competitions and Shows are easily arranged in conjunction with Exhibitions. Competitions and Shows are, in fact, arrangements of rival exhibits with rewards [illegible] spur to [illegible] villages [illegible] the best crop, the healthiest cattle, the best kept house, the cleanest village, etc., etc., should be arranged.

An Exhibition Section has been formed in each Provincial Organisation to organise and stage provincial exhibitions and a Central Exhibition Section with a Studio is with the Government of India to help the Provincial Sections in exhibition layouts and in designing and preparing models. Demonstrations and competitions should be arranged by the Provincial Organiser in collaboration with District and Departmental officers.

## *Posters. Displays. News-sheets.*

These media of publicity can be employed both as part of Exhibitions or separately. Not only is the Poster the simplest method of putting out propaganda, but it is the one which lends itself best to an almost infinite variety of messages from the Government to the people. Furthermore, the ease with which a poster can be distributed, maintained and replaced is perhaps its greatest asset.

Dealing as we are with a largely illiterate public, the standard demanded in posters publicising Railway travel, for instance, is perhaps higher than that which is necessary to get over the ordinary message to the villager. It is within the scope of most artists to produce a poster of some sort and we can be sure that whatever its standard, if properly sited, is bound to be noticed and studied by at least a section of the people for whom it is prepared. The message must dramatised pictorially as far as possible and the written matter reduced to only a caption or a catchy slogan. Cartoons can also be useful [illegible]

The appeal of a poster is in the first quick reaction It is true that posters of the "informative" type are meant to be studied closely but the great majority of "morale" posters should embody a psychological approach which penetrates the mind without the person being aware of it An outstanding example of a "morale" campaign was one carried out in England, in the early part of the War, based on the single sentence—"It all depends on me"

A most important consideration, and one that is far too often overlooked, is the proper choice of the sites on which posters are to be displayed In villages, such sites are not difficult to find but they should be carefully selected

The disadvantage of posters is that they can be easily destroyed whether by climate or by human agency They will have a longer life and be more effective in places where people gather, such as reading rooms, post offices and similar controlled buildings As far as possible special boards should be provided for all poster or wall sheet displays Posters displayed tidily on a proper poster board have a far greater appeal than those pasted up indiscriminately on walls and buildings

The News sheet is an institution born of the war but one which should be made to stay Though the appeal is to the literate only there are few villages in which some at least cannot read In its simplest form the news sheet comprises a selection of "potted news" with a few suitable illustrations and it provides an excellent method of keeping the people abreast of the developments of Government planning

## *Folk Art*

Songs, dramas, ballets, etc, are the best forms of exhortatory and emotional propaganda and the most powerful means of stirring that national pride and *josh* which must precede a national surge towards social and economic advancement *Mushairas* are, perhaps, the most popular and also the most easily arranged form of Indian entertainment, and the part song plays in the Indian "way of life" needs no emphasis No public meeting commences and no function or feast, no birth or marriage is complete without the poet or singer being called upon to perform Singing comes naturally to the villager and good songs are easily picked up and sung long after the original singer has departed Stirring songs should be composed to arouse pride and affection for the village, for India and for fellow citizens and extolling and encouraging public and private virtues and actions

A singer is on the staff of each Mobile Publicity Unit which is also equipped with a gramophone Song Production Sections have been formed in both the Central and Provincial Organisations to produce songs and gramophone records of all India interest and in accordance with local taste

Drama parties enacting scenes from Indian mythology are a common feature of the country side In many parts of India, every village has its own group Every attempt should be made to utilise this talent and to direct the direction of their art from mythology to social subjects

A few Provinces have organised, with success, drama parties and other forms of folk art Artistic and dramatic expression of the collective soul of the people, their cultural heritage, their sorrows, their aspirations and longings—above all their will to rise and develop—is the essence of this type of propaganda Entertainment that stirs and stimulates is one of the most subtle and effective means of activating development effort

## *Broadcasting*

Broadcasting enables the words of speakers and leaders of all India importance to be heard in the most distant villages and by the largest possible number in the quickest and easiest possible manner Plans to set up some 130 new transmitting and relaying stations, broadcasting in some 40 languages and dialects, and to install community radio sets in each village have been prepared and will gradually be brought into operation

[illegible]

greatly. For instance, if he is informed when the monsoon season is going to start, and later when breaks are expected and when there will be a resumption of wet weather, he is able to time the various important agricultural operations such as the preparation of the seed bed, manuring, sowing, harvesting, threshing and drying, in the most advantageous manner and with the minimum risk to the crop Without such information, the villager has only his own personal judgment to depend on, not always with favourable results

Valuable information can also be broadcast to the villager, at times of epidemics, in regard to the measures being taken by Government and the precautionary, preventive and remedial measures that should be carried out by himself

The Mobile Publicity Units are equipped with portable Radio Sets and rural programmes should be relayed throughout the country side The Station Directors of All India Radio will be glad to receive suggestions in regard to rural programmes from Provincial Organisers and the closest liaison should prevail

## *Campaigns*

To achieve the maximum effect, all media of Educative Publicity should be synchronized and focussed to carry out one objective—such as to impel the people to *Grow More Food, Get Vaccinated, Kill Mosquitoes, Plant Trees, Consolidate Holdings*, etc etc, Campaigns are dealt with in detail in later chapters.

# § THE FIELD PUBLICITY ORGANISATION

*"The important point to emphasise"*, says the Reconstruction Committee of Council *"is that rural development must be dealt with as a whole and that the social and material advancement of the people must proceed simultaneously on all fronts This requires not only money but also enthusiasm on the part of the administration combined with an intensive use of instructional propaganda, organised on modern lines For this purpose, an extensive organisation making use of modern methods of transport is necessary and it must include the radio, cinema, loud speaker, poster and the spoken word Its programme must include all subjects, not excluding entertainment and education in the broadest sense of the word Only in this way can the interest and enthusiasm of the people be aroused and maintained "*

The Field Publicity Organisation is organised to carry out this conception in the most ef [illegible]
the Go [illegible]
agency . [illegible]
Provincial Publicity or other appropriate Department under the Provincial Government

To carry out audio visual publicity and propaganda in the most inaccessible villages of the country necessitates a mobile and fully equipped and staffed publicity organisation and the basis of the Provincial Organisation is a fleet of Mobile Publicity Units of which, as the first stage, one Unit is based in each civil District

[illegible] three ton lorry [illegible]

films, relays radio programmes, gives and arranges lectures and organises singing and dramatic parties The performances attract large crowds and furnish excellent opportunities for representatives of the Departments of the Provincial Governments dealing with agriculture, education, health, cattle, co operative societies, etc , to educate and instruct the people in their particular subjects

Above the District Units are the Regional Units, which in Provinces where they exist correspond with Commissioners' Divisions The Regional Organiser is mostly on tour training and supervising the District Units under his charge The Regional Organiser works under the advice of the Divisional Commissioner, when such officers are available

Controlling, training and guiding the Regional and District Units is the Provincial Unit under the Provincial Organiser, and consisting of Production, Film, Song Production and Exhibition Sections The first three Sections provide the District Units with background material for speeches in local languages, with films of purely provincial interest and with songs and gramophone records to suit the local taste The Exhibition Section organises static and mobile Exhibitions throughout the Province.

To summarise, the "F.P O" consists of —

| | |
|---|---|
| The Central Office | With the Government of India |
| The Provincial Office | With the Provincial Government |
| The Regional Unit | Controlled and guided by the Provincial Organiser and advised by the Commissioner |
| The District Unit | Controlled and guided by the Regional and Provincial Organisers and under the general administration of the District Officer. |

## § THE DISTRICT OFFICER

The basis of the Field Publicity Organisation is the District Unit, and the District Unit is under the general administrative control of the District Officer It follows that the successful functioning of the District Unit depends very largely on the interest and energy shown by the District Officer

Every District Officer has, in his day, seen or carried out many "drives" He is, in all probability, only too aware of the fact that most, if not all, of them have failed to take root This is indubitably due to the lack of facilities for adequate, sustained and systematic Educative Publicity The villager will give of his best only if he himself wants to give of his best, and not because Government wants him to do so If the spontaneous desire for the purpose of the "drive" is lacking and the "drive" imposed from above by an enthusiastic officer, then the "drive" invariably peters out the moment the officer is transferred It is the purpose of Educative Publicity to make the "drives" take root by giving the villagers the necessary urge and impetus to improve their social and economic condition through their own efforts

The first step the District Officer should take is to prepare a District Publicity Plan He should, to start with, get together the local representatives of every [illegible]

Sub-Committee could be formed

This Committee should study local problems together with the various Schemes of Government and prepare a "breakdown" for the District Points to be considered, to be later publicised, would be —

(a) The new roads that will open up the District

(b) The location of the new schools, hospitals, health centres, veterinary dispensaries, etc

(c) The area that will be covered by the new electric grid system.

(d) The uncultivated areas that can be brought under the plough and the crops that should be grown

(e) The disease control measures to be carried out Vaccination, D D T , etc

(f) The seeds, fertilisers, etc , to be recommended

(g) The various types of Co operative Societies that should be organised

(h) The measures to improve live stock, to increase milk yield, etc

(i) The establishment of stores and agencies from which requirements such as seeds, fertilisers, D D T , etc can be obtained

(j) A list of officers to whom application should be made for advice and assistance in connection with particular subjects,

and many other such points which will suggest themselves A comprehensive District ' Guide" or "Directory", containing such information, would be of the greatest publicity value

The District Publicity Committee should meet regularly and if possible, *Tahsil* branches should be established to prepare the ground for and to ' follow up" the visits of the District Unit A District Committee not only ensures the support of district workers and leaders but the co operation and co ordination of all Departmental efforts

The importance of Departmental co ordination cannot be over emphasised We must make certain that the information we give can be followed up For instance, [illegible]

closest co operation between the District Organiser and the Departmental representatives in his District Co-operation, in fact, is not enough In certain activities they must work in combination

The District Unit must be considered as the spearhead of development and be utilised accordingly Its circuit must be carefully planned and advance information of its visit sent both to the *Tahsil* Committee and to the *Tahsil* Officers

Every attempt must be made to make the visit of the Unit an important event. The most important local leader must preside The local official must be present and representatives of the various Departments should utilise the visit to instruct the local people in their particular subjects Whenever possible, the District Officer himself should "drop in" Schools should be invited, competitions and [illegible]

their first question must be "Has the Unit been here?"

Public reaction is very important The effect of the publicity must be carefully watched and analysed and the Provincial Organiser constantly kept informed We must constantly strive for improvement New methods should be tried so that those methods that have been tested locally and found satisfactory can be employed to the maximum degree. We should not be afraid of "trial and error".

To achieve the maximum effect from our publicity, local organisations are essential *Tahsil* Committees, Sub Divisional Organisers and Village Guides are best for this purpose The function of the local organisation should be to make the preliminary arrangements, described in the next chapter, before the Unit arrives and to "follow up" after it has left When the Unit leaves, it should leave behind not only subject matter for innumerable discussions about the new plough, the better seed, vaccination anti malarial measures, Government Plans of electrification, education, irrigation, roads, etc , etc , but also samples of seeds, pamphlets for those who can read to others and posters and charts

The countryside must be saturated with the details of Government's Plans and stimulated with the desire for social and economic development Discussions must take place under every pipal tree or at the village well Special attention must be paid to women and children

It is realised that the District Officer is a very busy individual To his already considerable routine work and normal duties, such difficult subjects as cloth control sugar control etc , have been added Such subjects, however, require the maximum dissemination of correct information and with other subjects also, the District Officer will find that an enlightened and well informed District will ease his tasks and lighten his responsibilities in many directions

## § THE DISTRICT ORGANISER

A great responsibility rests on the District Organiser A District Unit is as good or as bad as the Organiser in charge He must realise that on him rests the success of the publicity carried out by his Unit and that the Unit is the spearhead of India's progress towards prosperity and greatness

A great task has been given him and he must approach it in the spirit of patriotism, of social service and with missionary zeal

On being appointed to his post, his first duty must be to contact the District Officer He must meet all the representatives of Government Departments in the District and study their needs and the message they wish to 'put over" He must also meet local leaders and social workers and secure their support If a District Publicity Committee exists his task is much easier

He must build amongst the staff of his Unit that team spirit which makes for success and infect them with his enthusiasm and energy He must study carefully the Rules for Administration and Control and all Instructions in regard to care and upkeep of the Van and its technical equipment which have been given him by the Provincial Organiser

He is now ready to commence touring First, he must plan his tour in consultation with the District Officer and make certain that advance information has been sent to all his 'halts". This is most essential for the

success of the visit He must remember that his District is large and he may not re visit that village for over three or four months He must, therefore, make the utmost use of every visit

On arrival at the halt, if the advance arrangements are satisfactory, he will be met by representatives of the local organisation, local officials, the school master and prominent villagers from surrounding villages He must immediately, in consultation with them, plan the meeting The most influential local leader must preside The "Show" must open with song, speech and cracker It must be a great day in the life of the locality School children must attend, local singers invited to perform, the Exhibition of vegetables, crops, good cattle, cottage industries, etc , organised and demonstrations and, perhaps, a competition arranged In fact, most of these arrangements should have been made by the local organisation before he arrives

The main "Show" must start in the evening when the villagers have returned from the fields The President must make the opening speech, points for which may be given him by the Organiser Other local officials and non-officials could then follow The films should be shown and a discussion invited on what has been seen The main speech should be by the Organiser himself supported by slide, chart and poster Questions must be invited and answered and a "hand out" distributed for those who can read The utmost patience must be shown and the most homely and colloquial language employed and idioms used

With the best will in the world, the Organiser cannot know and speak about every subject He should always arrange for representatives of the Departments dealing with agriculture, cattle, health, education, co-operative societies, etc , to attend and by speech and as far as possible by demonstration to educate and instruct the people in their particular subjects

The function of the District Organiser is to stimulate and inform, the function of the Departmental representative is to instruct and demonstrate But the District Organiser is responsible for both functions being carried out as one smooth operation

Most demonstrations will have to be given in daylight the next morning and an announcement giving exact time and details should be made in order to make certain that the villagers attend After the films, speeches and demonstrations, if any, the radio may be turned on and some special speech or feature relayed The gramophone should play and the singer may hold the villagers together for further discussion and talk

At last the meeting will disperse but the tasks of the District Organiser are not over Next morning posters and pamphlets must be left behind with the school master and the "follow up" organisation coached so that the message may be remembered, the lessons well learnt and the enthusiasm that has been kindled kept alive His final task must be to write up, while the events are fresh in his mind, his Diary and Log Book

Only when the District Organiser is satisfied that everything that can be done has been done should he proceed to his next halt

Detailed monthly reports should be prepared by each District Organiser in which special mention is made of public reaction These reports should be submitted to the Provincial Organiser through the District Officer

It must always be remembered that a country is as advanced as its women folk Women are not only the mothers of the next generation but, in the villages, often the only guide and on their state of education and development hinges largely the development of their children Special attention must *always* be paid to women and children and, whenever possible, special shows for them arranged

The importance of associating local leaders, men and women, with our activities is stressed However earnestly and sincerely the District Organiser may carry out his duties, he must recognise that the public is more apt to follow the example and advice of those whom they consider as their leaders and who are well known to them than of one who is an "official" and, probably, a stranger

*Four elements constitute Educative Publicity Stimulation, information, instruction and demonstration Stimulation by both local leaders and District Organisers ; information and instruction by both District Organisers and Departmental representatives, and demonstration by Departmental representatives*

The District Organiser must, therefore, remember that his function is to organise publicity by others as much as to carry out publicity himself

## § THE PROVINCIAL ORGANISER

If the District Unit is the foundation of the "F P O" the Provincial Organiser

experiment It will require careful nourishing and patient nursing before it can develop into the strong instrument of national progress that it must become The very word "publicity" is suspect and its educative value not sufficiently realised even by Departments of Government The Provincial Organiser has much ignorance to remove and prejudice to counter before he even commences his task.

### *Government Publicity*

andling all forms of Depart-
ongst the rural masses whic
bviously preferable tl

Government educative publicity should emanate from one central authority equipped with all the resources of audio-visual publicity and propaganda than that there should be dissipation of energy and experience into a number of different channels It is true that the "F P O" cannot initiate publicity relating to specialised work such as health measures, nutrition, fertilisers, etc, or even carry out campaigns such as adult education or an intensive campaign against locusts But each Department must consider the "F P O" as a "facility" organisation for Departmental publicity and a channel through which it can reach the rural public in the quickest and most effective manner

## *Departmental Co-ordination*

An essential task, therefore, of the Provincial Organiser is to bring about satis factory and efficient co ordination between each of the Departments of Govern ment With the constant inter change of ideas and pooling of experience, any Department which sees the possibilities of a fruitful application of an experiment [illegible] nent, can initiate its own plans [illegible] to it, with the full advantage of [illegible]

A Committee of representatives of each Department, which meets regularly, is the best means to achieve such co ordination But even if the Provincial Organiser does not initiate the specialised publicity of a particular Department, he must act as the prime source of inspiration and must help and advise each Department about the best means and methods of preparing and carrying out their particular and specialised campaigns through the 'F P O"

## *The Provincial Organisation*

To staff, guide, train, and control the various sections of the Provincial Organisation are the main functions of the Provincial Organiser He has under him the Provincial Office, the Production Section, the Exhibition Section, the Song Production Section and the Regional and District Units, and that his lieutenants are properly selected and trained is his chief responsibility.

The titles of the various Sections explain their purpose and great care should be taken that the officers in charge have the requisite ability and qualifications

In all probability, these posts will be filled by advertisement and selection by the Provincial Public Services Commission and suggested functions and qualifications for each of the Section Officers are given below:

*Production Officer*

To produce pamphlets in English and the local language(s) on subjects which it is desired to publicise He should, therefore, have some journalistic experience, be able to write himself in English and in at least one of the local languages and be able to plan and direct writing and translating by others The pamphlets he will be required to produce will be as a general rule background material and "talking points" for the speakers of the organisation It is understood that the style practised should be as simple as possible, especially in the case of pamphlets in the Indian languages

Since the "F P O" is primarily concerned with publicity connected with Provincial economic and social problems, the Production Officer should preferably be a local man Good educational qualifications are necessary A degree in Economics would be useful but not essential What is required is one who understands rural problems, the right approach and sufficiently wide knowledge to be able to explain in simple language the gist of Government Plans and various measures initiated by Government Departments

*Officer in charge Exhibition Section*

Must have initiative, e—
have to carry out plan.
will have to adapt to
largely have to deal with heads of Provincial Departments and District authorities, he must possess a sufficiently good personality to be able to impress people and also possess the knack of getting things done In these circumstances, a graduate would be preferable, but lack of degree in the case of a really competent man should be no bar For local problems he will have to rely on his own initiative and creative ideas He must consequently possess experience or knowledge of outdoor advertising and publicity. The most likely candidates for this post would be from advertising agencies, commercial firms with outdoor and display advertising departments, Museums, etc

*Officer in charge Song Production Section*

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to be composed by other song writers.

He must be familiar with rural life, customs, traditions and problems of his Province What are required are not intellectual or literary poems but simple folk songs which can be easily remembered and sung Consequently the music to which the songs are set should not be technically involved but simple and in the style of the local folk music. Care should be taken that the theme of the song is introduced in a subtle and indirect manner, the message intended to be conveyed coming preferably at the final stages of the song.

In regard to Regional and District Organisers, it may be stated that the demobilised personnel of the Defence Services should produce, from the officer ranks, ideal material for these posts They should, however, be men of the Province and be able to speak fluently in at least one of the provincial languages

Great care should be taken that the technical staff, such as Operators, Drivers and Mechanics either have adequate experience before recruitment or receive adequate training after recruitment. The Vans will have to go over very rough country roads and will in consequence undergo such wear and tear that only constant care and service will enable them to be maintained at maximum efficiency Suggested Rules for Administration and Maintenance are given in the appendix.

After appointments have been made, training and ' briefing" should be carried out at regular intervals and training classes on the eve of each new campaign, addressed by officers of the Department concerned, would serve this purpose in the most effective manner ' Refresher" Courses should also be held periodically Rules and Instructions for the care and upkeep of the Mobile Vans and the technical equipment must be carefully drawn up and constant check and inspection carried out Each District Unit should prepare Monthly Reports which should be submitted through the District Officer

## *District Officers*

The responsibilities of District Officers towards the District Units have been explained in a previous chapter and it has been emphasised that the success of the latter will largely depend on the degree of interest taken by the former But District Officers are very busy individuals To their already considerable routine work and normal duties, such difficult subjects as cloth control, sugar control, etc have been added The necessary interest will only be forthcoming if District Officers are convinced of the utility and value of the District Units in their duties

To engender and maintain the necessary enthusiasm and interest of District Officers is a very important part of the functions of the Provincial Organiser Constant touring and personal contact with each District Officer is essential for this purpose

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## *Campaigns, Drives, Weeks, etc.*

Sporadic publicity is ineffective publicity but campaigns—well conceived and carefully organised—are the most effective means of conveying information, imparting instruction and activating development effort

*A campaign is the employment of every possible means of Educative Publicity, focussed to make the people believe in and be enthusiastic for a certain activity, idea or fact*

Campaigns can be positive or negative such as *Grow More Food* or *Spend Less on Weddings* and should have an imperative tone. To impel the people towards a certain activity or conclusion, [illegible] successful, should create a certain fra[illegible] "savings minded" or "health minded' [illegible] the people " development minded " If successful, development effort will follow inevitably "Drives" and "Weeks", such as Investment Drives or Vaccination or Tree Planting Weeks, are short and intense campaigns

But any campaign will fall flat if it is not carefully conceived and thoroughly organised and every device used to ensure its complete success Many campaigns initiated by both Central and Provincial Governments, have been carried out during the War and considerable experience has been gained in regard to the technique and methods to be employed In the next chapter, a possible campaign is given to help Provincial Organisers to organise and launch similar campaigns on behalf of the various Departments of the Provincial Governments Representatives of the Department on whose behalf a campaign is being carried out should be in close and constant association with the Provincial Organiser and the District Units during the whole period of the campaign

Competition is, perhaps, the strongest incentive to development effort and there will be few campaigns into which competition cannot be introduced A healthy competitive spirit should be fostered between district and district, *tahsil* and *tahsil*, village and village and individual and individual Competitions for the greatest number vaccinated, the largest number of trees planted, the greatest area of waste land reclaimed, the cleanest village, the neatest house, the healthiest cattle, the richest crops, etc etc, should be arranged wherever and whenever possible

A most important point about campaigns is that however long term they may be, they should not be carried out interminably A definite period should be set for each campaign This does not mean that the desired result will be secured within this period But the laying down of a date line serves many purposes. [illegible] from becoming stale.

A three or six-month period has been found best for the average campaign, after which it can be reviewed, revised where necessary and renewed or a new campaign launched.

Of equal importance to a definite finish is a strong and spectacular start. [illegible]

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Campaigns can be positive or negative such as *Grow More Food* or *Spend Less on Weddings* and should have an imperative tone. To impel the people towards a certain activity or conclusion, a strong lead is essential and campaigns, if successful, should create a certain frame of mind such as making the people "savings minded" or "health minded", etc Our over all campaign is to make the people " development minded " If successful, development effort will follow inevitably "Drives" and "Weeks", such as Investment Drives or Vaccination or Tree Planting Weeks, are short and intense campaigns

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A most important point about campaigns is that however long term they may be, they should not be carried out interminably A definite period should be set for each campaign This does not mean that the desired result will be secured within this period But the laying down of a date line serves many purposes [illegible] from becoming stale.

A three or six month period has been found best for the average campaign, after which it can be reviewed, revised where necessary and renewed or a new campaign launched.

Of equal importance to a definite finish is a strong and spectacular start. A message from the Governor, a broadcast by the Prime Minister, a press conference addressed by the Ministers in charge of Publicity and the Departments concerned are some of the arrangements that can be made. In the Districts

public meetings can be convened and addressed by District Officers and local leaders

Rarely should only one campaign be carried out at a time It has been found best to have at least three campaigns in operation concurrently

In a well conceived and organised campaign, instruction is so blended with entertainment that the active interest of the villagers is secured and retained through out the period Pure instruction is inevitably dry and even tiresome and the Provincial Organiser should make every use of devices and attractions such as competitions, exhibitions, singing and drama parties, etc, to stimulate and activate the desired development effort

## § CAMPAIGNS

A possible campaign is given in this chapter as guidance in framing and carrying out campaigns on behalf of Government Departments The subject selected is *Cleaner Villages* and the draft Directive on the Campaign explains the problem, analyses the causes, outlines action to be taken and describes how the various media should be used These, in short, are the chief elements of a 'Directive', the object of which is to provide the field staff with as clear an idea of the problem as possible so that they can carry out the instructions not automatically but with real understanding The plan of campaign on a subject such as the one selected can only be given in general terms The details must be worked out by Provincial Organisers in accordance with local needs and conditions

The steps to be taken by a Provincial Organiser in launching a campaign should be —

1. To confer with the Departments concerned (in the campaign given, the Health and Rural Development Departments) so as to have a clear idea and background of the problem to be tackled and to make arrangements for full Departmental collaboration

2. To draft a skeleton campaign, to determine its period and to select the media which would be most suitable

3. To prepare, in consultation with the appropriate Departments, the final campaign and the material for the selected media It is important that a campaign should not be launched unless and until sufficient material is ready and full Departmental collaboration ensured. To do so is to give it a bad start and to invite failure

4. To arrange for the campaign to be launched in a strong and spectacular manner.

Once a campaign has been launched, its progress must be closely watched and there should be no hesitation in revising it when such revision is likely to produce better results. District Officers should be asked to send in Progress Reports to the Provincial Organiser, and also invited to make suggestions based on the experience gained in running the campaign. The Provincial Organiser, with this material available, should be able to judge the success of the campaign and make changes or supply fresh material as and when necessary.

# § DIRECTIVE NO.......

(PLAN FOR A PUBLICITY CAMPAIGN)

## *Cleaner Villages*

There are in India, according to the last *Census*, over *6½ lakhs of villages* which are the homes of 85 out of every 100 Indians. The vast majority of villagers

A typical Indian village is generally a conglomeration of huts huddled together in a small space either for reasons of security or social contact. It has, therefore, all the failings and none of the facilities of a congested town. Dirt collects in [illegible]

number) of villages in $\frac{\text{Punjab}}{\text{Bihar}}$ (here give any peculiarities of villages in the Province)

## *Causes*

What are the causes of this state of affairs? For it is essential that no campaign should be undertaken without first studying the underlying causes of the problem which is proposed to be tackled.

In the first place it would be a profound mistake to approach the problem from the view point that the villager is incorrigibly dirty Cleanliness is often a matter of rupees and annas and dependent on the standard of income and living The villager and his wife, although poor, do generally manage to keep their hut fairly neat according to prevailing ideas of cleanliness. But beyond the hut is foreign territory and the villager feels no sense of responsibility for its condition At the most he may remove something, offensive to his nose or sight, from the vicinity of his hut but he rarely conceives of a corporate entity called the village which is as much a part of himself as his home The position might have been different when the *Panchayat* or village self-government was a potent factor in the life of the country. But it is not so now.

But even if there is some lingering social consciousness in the villager, his poverty and the poverty of his fellows is the greatest handicap to any co operativse endeavour or pride Compelled to work hard and long for his bare existence, he can spare little time or interest for anything else The problem might be solved by allotting a very little amount of work to each village family but this requires co-operative effort and there rarely exists in the villages proper leadership to awaken and maintain it The village middle class such as it is, the landlord, the merchant and money-lender and the school teacher are either interested in money or absorbed in their immediate interests and, generally, indifferent to problems of village welfare

Last but not the least important cause is ignorance Very few of the villagers [illegible] stitions are substituted as explanations for illnesses for what should be, in an enlightened community, the refuse heap next door or the puddles round the hut.

The reasons for the dirty and unhealthy conditions of village life can, therefore, be summarised as:

1. Poverty.
2. Lack of leadership to arouse and maintain a co-operative spirit
3. Lack of civic pride
4. Ignorance.

## *Objects*

The object of the campaign can now be defined and should be clearly kept in mind by all concerned. It is to create in the rural masses a desire for a better, cleaner and healthier life; and, by encouraging the co-operative spirit, to arouse a pride in and a sense of responsibility towards the village.

## *Action to be Taken*

The brief outline of the problem given above indicates that a campaign for cleaner villages is by no means an easy matter Of the causes outlined above, poverty can only be removed very gradually as the Plans of development are put into execution But much can be achieved with the means at our disposal now, provided there is patient endeavour and unremitting zeal on the part of every officer and individual concerned There can be no more patriotic work than to strive towards a happier rural life and the campaign selected is one which should have the whole hearted support of every public spirited citizen, for in trying to awaken the co operative spirit and to build up self help in villages, we are laying the foundations for future betterment of 85 per cent of India's population

Keeping these facts in mind, the campaign should be launched in the following manner

The first step to be taken by the District Organisers is to establish and maintain continuous and closest contact with the District Health and other authorities Thereafter in consultation with them the Organisers should work out details of

(a) Action to be taken by the District authorities *e g*, the facilities which can be provided to villages in the form of expert advice and supply of material such as D D T, etc

(b) Action to be taken by villagers themselves

District Organisers must know every detail of the possibilities under (a) and this is only possible if they maintain intimate contact with the various District authorities

The next step is to draw up a plan of campaign in regard to (b) in consultation with the District Health and local officers The plan should provide the District Organisers with a clear idea of the measures to be recommended among which, for example, would be measures

(i) to maintain village streets in a clean condition,

(ii) to keep village huts and compounds clean,

(iii) to dispose off village refuse,

(iv) to prevent breeding of mosquitoes by filling up puddles etc

(It is not possible in a general Directive such as this, to give exact details These, the Provincial Organiser must draw up in consultation with the Departments and officials concerned)

[illegible]

compulsion should not be attempted and our endeavour must always be to awaken in the rural masses a spontaneous desire for self help and for the improvement of their environment This is the chief objective of the campaign and the main purpose of Educative Publicity

After completing these preliminary steps, the District Organisers should carry out :—

1. *Informative Publicity*—*The objective is to remove ignorance. It must be* impressed on the rural mind that the dirty environments of the village is the direct cause of ill health which impairs the vitality of the villager, affects his [illegible] the most potent weapons of propaganda

2 *Instructional Publicity*—Having arou [illegible] fear, the next step is to explain how by [illegible] the village could be made a cleaner and [illegible] effort could be organised through village Co operative Societies should also be explained This is where rural leadership comes in and the District Organisers should enlist the co operation of ex soldiers and local leaders. The measures to be undertaken should be worked out and the Health and other officers called in to explain them Villagers should be told clearly and simply how they can dispose off their refuse, how they can keep the village alleys and their compounds cleaned Example is always better than advice and should be resorted to wherever possible After every meeting, all those present should be invited to a previously selected spot in the village where the work of cleaning up should be started by, the Health officers, the Mobile Van staff, local leaders, who can be persuaded, and village volunteers

3 *Josh Propaganda*—Propaganda should be directed to awakening a sense of pride in and responsibility for the village Stirring songs, the examples of national leaders (*e g*, Mr Gandhi), the teachings of every religion that "Cleanliness is next to Godliness," are some of the themes which would be useful

4 *Competitive Propaganda*—Periodic competitions should be held in each District for the cleanest village. The best inducement would be to offer a shield and a cash prize to the "Cleanest Village" in the District to be spent on such public purpose as the villagers desire Prizes could also be offered for the best kept hut and compound in each village, the judging to be done by the *Panchayat* assisted by the Health Officer.

## *Media*

*All the media with which a mobile van is equipped should be mobilised to carry* out the campaign

*The Film*—This is the most effective media for rural publicity. Films serve three purpose [illegible] necessary to [illegible] is suggested : [illegible]

It should be cast in a story form calculated to appeal to the rural mind The script may be something like this ·

Kisan Chand, a typical villager of the Province, is working hard in his [illegible] his friends at the village [illegible] scenes, Kisan and friends [illegible]

Though poor, his labour gives his family a happy home and he is not in the clutches of the money lender But he does not realise that all this is dependent on his being able to maintain his health He knows that there is a lot of illness in the village—malaria, dysentery, etc , he has seen his friends and their families suffering but he does not realise that he might himself fall a victim till one day he comes from his fields pale and weak He has fever in his veins and it is as if all the joy has gone out of the world

And tragedy he cannot work

The result is disastrous His fields are neglected , his wife works hard but to no avail His family falls into want Unable to work he is unable to fulfil his obligations and falls into debt All because of an illness

He no doubt gets cured but shaken and still weak, faces a world no longer happy Others call it *Kismet*—a cruel fate which laid him low and took all the joy of his life !

But is it so ? Well may Kisan Chand wonder as he starts again to work in his neglected fields !

Then enlightenment dawns slowly on him The source is a Mobile Publicity Unit which visits the village He goes to attend its shows as a *Tamasha* but stays to think And this is what he learnt

That his sickness, nay the sickness of his fellow villagers, is not all due to Fate but to preventible causes And these causes are in the village itself Going round he sees them for himself —

(Here the refuse heap, dirty streets, puddles, etc should be shown with appropriate commentary)

It was strange but true that his fever came out of this puddle which bred mosquitoes His child's itch was due to this refuse heap , (and so on) But was there a way out ? There was

(The rest of the film might deal with how Kisan Chand interested his fellow villagers, how they organised a village Co operative Society which set about cleaning the village The benefits, a brighter, happier and healthier village, should also be depicted)

In addition to a film of the nature described above, films on malaria, co-operative societies, model villages, etc , should be shown in support of the campaign After the films have been shown, the audience should be asked to put questions which should be answered by the representatives of the Health and other Departme This brings us to the next most important media

*The Spoken word* —This media is of vital importance in publicity directed to a largely illiterate audience Hints on the use of this media have been given and the importance of the question and answer method emphasised As indicated before in this Directive, it is essential wherever possible to enlist the co operation of ex soldiers and village leaders This would mean that they would also speak at the meetings and the Provincial Organiser should, under advice of the appropriate Departments, prepare "talking points" for the use of "amateur" speakers The local Health and other authorities should be left to deal with technical and expert matters The talks would best come in, as indicated, after the cinema shows

After the cinema show, spee
sation a printed "hand out"
written word it is natural, v
place with people who are likely to provide village leadership, a "hand out" which will give them an outline of the co operative action to be taken to keep the village clean The "hand out" should explain what could be done and the ways of doing it

*Song Publicity* —This is the best medium to arouse emotion Songs should be specially composed to arouse pride in and affection for the village It is true that the song is not the best medium through which to describe the measures to be taken by the villagers, it should be used more as a method for leading the audience into a receptive mood to listen to and see the speeches and films and, afterwards, as exhortation to carry out the advice given

One or two of these specially composed songs could be included in the films recommended Texts of the songs might also be included in the "hand out"

*The Exhibition* —Exhibits are of peculiar importance in this campaign for they

There are three ways of using these exhibits —

1 The production of a small number to be carried round with the Units and displayed and explained at every meeting

2 A larger and more elaborate number of exhibits in peripatetic exhibitions.

3 Static Exhibitions at District towns

The Provincial Organiser should use all three methods if possible

*The Poster* —Posters should be used to serve as exhortative reminders The message should be simple and direct with appropriate illustrations *Be Proud of Your Village Cleanliness Defeats Sickness, Death Lurks Round Your Hut Keep It Away Through Cleanliness*

At least three posters would be required for this campaign, and in order to provide variety should be pasted up in turn

*The Radio*—All Stations of All India Radio arrange and broadcast rural programmes The Station Directors will be glad to co operate in any campaign of rural importance They would be glad to arrange in collaboration with Provincial Organisers, talks on suitable subjects by leaders of provincial importance, by officers of Government such as the Directors of Public Health, Co operative Societies, etc and by selected villagers who could recount their own experiences from the "before and after" angle

## *Time Schedule*

A minimum period of one year is necessary for such a comprehensive campaign to achieve any tangible results Even then it will probably be necessary to renew it or to continue publicity on the subject, though not at the intensity of a *campaign It must be remembered that by activating development effort we* propose to stir up centuries old rural inertia and to encourage one of the most difficult of human virtues—the co operative spirit We must therefore be prepared for dis
our best effort
of our Province
people in the villages

## § CONCLUSION

Away from the railways and main roads is the real India—an India which is too much of an undeveloped country—certainly a vast area of uncultivated human possibilities

'*Our great aim*", said the Viceroy *must be to plan for economic and social development so as to raise our standards of living and general welfare We must lift the poor man of India from poverty to security from ill health to vigour, from ignorance to understanding and our rate of progress must no longer be at bullock cart standard but at least at the pace of the handy and serviceable jeep*"

If India is to advance along the road to prosperity and greatness, she must make sure that her lands will be perennially productive, that erosion will not go unchecked, that the exhausted earth will be re fertilised, waste lands reclaimed, deserts irrigated, uncultivated areas brought under the plough and the men of India's soil—the villagers and agriculturists—guaranteed the prospect of a permanent good life upon their labours

To bring the life stream of new ideas, new agricultural methods, new skills and new hungers to this undeveloped India—in which nine tenths of our people live—in the quickest and most effective manner, is the function and purpose of the Field Publicity Organisation

# APPENDIX

## *Administration and Control*

Rules, Instructions and Forms, necessary for administration and maintenance, are given for adoption or adaptation by Provincial Organisers in accordance with local conditions

1 *Control* —The Provincial Organiser shall, for all purposes, be the deciding authority on all matters governing the working and control of District Mobile Units in the Province

2 *Tours* —The District Organiser, P P O, in consultation with the District [illegible] of the preceding month to which it relates

Tour programmes thus drawn up should not be altered without the permission of the District Officer Programmes should be drawn up with due regard to economy of petrol, long trips to individual places and direct return to headquarters should be avoided In drawing up tour programmes, care should be taken to follow different routes covering different sets of villages on each trip, and, as far as possible, all villages in the District should be visited at regular intervals

In order to facilitate Technical Staff to visit the respective vans in their jurisdiction without delay, District Organisers should make sure that copies of tour programmes of vans are sent to their respective Van Supervisors so as to reach them not later than the 3rd of each month

3 *Repairs* —If a van allotted to a District is undergoing repairs, and if there is any special occasion for which a van can be usefully operated, an application should be made in good time to the Regional Organiser for the provision of another van.

4 *Upkeep* —It must be remembered that the van is equipped with very costly and delicate machinery which is liable to breakage, and Operators and Van Supervisors should be made to realise that the strictest care should be taken to ensure the proper handling and maintenance of all outfits District Organisers are responsible for seeing that unauthorised persons are not allowed to travel on the van without his express written permission In no case should the number of persons travelling in a van, including the Operator and Driver, exceed five at a time Since the van staff have necessarily to travel in it they may take with them a reasonable amount of their personal effects, but neither they nor officers should regard the van as a carrier's wagon District Organisers will see that only a minimum of luggage is carried in vans, and will see that their vans are used only for *bona fide* purposes

5 *Servicing* —In the case of vans, the local distributors of either Chevrolet or Ford will arrange for servicing and in the case of projectors and accessories, it is essential that only approved agents for the types of equipment should do the servicing and repairs

(a) When vans are at District Headquarters, District Organisers will arrange for their accommodation and also for the monthly overhauling of the vehicles and their equipment, by responsible and reputed firms a list of which should be drawn up by the Provincial Organiser in consultation with the Provincial Government

(b) In order to minimize expenditure on repairs, Government have appointed a Technical Staff, to attend to repairs on the spot, to the van, cinema projector and the electrical and other equipment If, therefore, whenever defects in the van or its equipment are notified, District Organisers should immediately inform Regional Organisers by telegram of the nature of such defects and the place of occurrence, so that Technical Staff may be sent to execute or arrange for the repairs With the exception of minor defects, which the van staff can attend to, repairs to the van should on no account be attempted without informing the Provincial Organiser and without his previous permission

6 *Fire Precautions* —During shows, on lookers must be kept at a safe distance from the van and eve [illegible] fire Each van should be provided with t [illegible] umstances whatsoever should lanterns or [illegible] in while it carries its projector and films

7 *Headquarters of Vans* —The headquarters of vans will be the headquarters of the District Organiser concerned

8 *Period of Rest* —Vans should be given suitable rest periods as shown here under during which period arrangements should be made by the Technical Staff in consultation with the Provincial Organiser for cleaning and adjusting the projector and other equipment, generator motor and van

(a) Vans should not, except in special cases, be taken out and worked late at night

(b) Tours of vans each month should be limited to 25 days, subject to the condition that they should not remain at headquarters for more than two or three days at a time During halts at headquarters, vans should be thoroughly serviced

(c) As far as possible vehicles should be garaged at least thrice a week, twice in the forenoon and once in the afternoon, to enable vans and their equipment to be cleaned, oiled and generally attended to and the staff to enjoy some rest

(d) Vans should be serviced by a recognised firm each month [See note at 5(a) ante]

9 *Accidents* —Accidents, if any, should be reported immediately to the Police, the Provincial Organiser and the Regional Organiser The District Organiser should see that a detailed report is prepared with the least possible delay and forwarded with his remarks

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# § ESTABLISHMENT

1 *Staff*—The staff of a van shall ordinarily consist of an operator, a driver mechanic and a cleaner

2 *Qualifications*

(a) *For the Operator*

i A working knowledge of English

ii A capacity to read out descriptions of magic lantern slides or making brief announcements, if necessary, to the public in the language of the District

iii Possession of a certificate of competency in operating a cinema projector, granted by a competent authority or a Cinema House

(b) *For the Driver Mechanic*

i A thorough working knowledge of motor mechanism

ii A 'clean heavy transport' driving licence of not less than five years' standing

iii Possession of good conduct certificates from two respectable gentlemen

If operators and driver mechanics with the requisite qualifications are not available, the Provincial Organiser may appoint any person who in his opinion is suitable All van staff should be prepared to work in any District of the Province to which they are posted

3 *Terms of Appointment*—Appointments of operators and driver mechanics will be temporary with a probationary period of one month and will be made by the Provincial Organiser who will have the power to dismiss remove or suspend as circumstances may require His orders shall be final Operators and driver mechanics of vans are subordinate to District Organisers and will, therefore, be under their administrative and disciplinary control while in their respective districts Cases of misbehaviour or insubordination on the part of the van staff should be brought to the notice of the Provincial Organiser by the District Organiser concerned The services of operators and driver mechanics are liable to be terminated at a month's notice or less

4 *Cash Deposits*—The operator and driver mechanic will each deposit Rs 50 in cash in one lump sum or in ten equal instalments of Rs 5 each and execute a personal bond for Rs 200 as security against losses caused to Government on account of negligence or disobedience of orders

The appointing authority shall also have power to order forfeiture of a portion or the whole of the amount held in deposit for driver mechanics and operators in case of gross dereliction of duty on the part of the said driver mechanics and operators. The amount so forfeited shall be credited to the Government

5 *Probation*.—The period [illegible] of operators shall ordinarily commence from the date of taking [illegible] charge of a van. Completion of probation of an operator will be determined on the report of the District Organiser regarding the operator's [illegible] work and conduct during the period. The period of training in a van [illegible] for each operator may, at the discretion of the Provincial Organiser, count towards his period of probation.

It is open to the Provincial Organiser to extend the period of probation of van staff at his discretion.

6 *Allowances*.—Van staff will be eligible for such allowance or allowances as are admissible to similar or analogous staff existing under the Provincial Grant. If, however, there is no such staff under the permanent employ of the Provincial Government affording analogy, the question should be determined by the Provincial Organiser in consultation with the Provincial Government.

7 *Leave*.—Operators and driver mechanics will be eligible for such leave as is prescribed under the rules governing their respective Provinces and leave accounts will be maintained in the usual form prescribed by Provincial Governments. The sanctioning authority for such leave is the Provincial Organiser. Casual leave at the credit of each member of the van staff when he is transferred from one district to another will thus be ascertainable and communicated, in cases of transfer, to the District Organiser under whom the operator or the driver mechanic is transferred. As far as possible, casual leave to van staff should be granted only when the van is at rest or under repair. In unforeseen and unavoidable cases, exceptions to this rule may be made, but casual leave must not in any case exceed 10 days at a time.

## Duties of Operators

1 Operators will be responsible for the proper maintenance of all equipment in vans entrusted to their charge, such as gramophones, records, projectors and films, loud speakers, magic lanterns, slides, etc. They must clean and oil the equipment regularly and report immediately to their District Organisers if any equipment should go out of order.

2 They will not smoke while in the van, or cause or permit any naked light to be taken into vans.

3 They will not allow unauthorised persons to travel in their vans without proper cause, or handle any of the equipment.

4 They will not operate any of the equipment which on account of any defect in condition is likely to endanger the safety of the van or the public.

5 They should see that all items of equipment in their charge are in perfect working order before commencing tours.

6 District Organisers will make arrangements to disburse the pay of as promptly as possible at the beginning of each month.

# § ESTABLISHMENT

1 *Staff*—The staff of a van shall ordinarily consist of an operator, a driver-mechanic and a cleaner

2 *Qualifications*

(a) *For the Operator*

i A working knowledge of English

ii A capacity to read out descriptions of magic lantern slides or making brief announcements, if necessary, to the public in the language of the District

iii Possession of a certificate of competency in operating a cinema projector, granted by a competent authority or a Cinema House

(b) *For the Driver Mechanic*

i A thorough working knowledge of motor mechanism

ii A 'clean heavy transport' driving licence of not less than five years' standing

iii Possession of good conduct certificates from two respectable gentlemen

If operators and driver mechanics with the requisite qualifications are not available, the Provincial Organiser may appoint any person who in his opinion is suitable All van staff should be prepared to work in any District of the Province to which they are posted

r mechanics
be made by
or suspend
as circumstances may require His orders shall be final Operators and driver mechanics of vans are subordinate to District Organisers and will, therefore, be under their administrative and disciplinary control while in their respective districts Cases of misbehaviour or insubordination on the part of the van staff should be brought to the notice of the Provincial Organiser by the District Organiser concerned The services of operators and driver mechanics are liable to be terminated at a month's notice or less

4 *Cash Deposits*—The operator and driver mechanic will each deposit Rs 50 in cash in one lump sum or in ten equal instalments of Rs 5 each and execute a personal bond for Rs 200 as security against losses caused to Government on account of negligence or disobedience of orders.

The appointing authority shall also have power to order forfeiture of a portion or the whole of the amount held in deposit for driver mechanics and operators in case of gross dereliction of duty on the part of the said driver mechanics and operators The amount so forfeited shall be credited to the Government

5 *Probation* —The period of probation of one month of operators shall ordinarily commence from the date of taking independent charge of a van Completion of probation of an operator will be determined on the report of the District Organiser regarding the operator's satisfactory work and conduct during the period The period of training in a van at headquarters for each operator may, at the discretion of the Provincial Organiser, count towards his period of probation

It is open to the Provincial Organiser to extend the period of probation of van staff, at his discretion

6 *Allowances* —Van staff will be eligible for such allowance or allowances as are admissible to similar or analogous staff existing under the Provincial Grant If, however, there is no such staff under the permanent employ of the Provincial Government affording analogy, the question should be determined by the Provincial Organiser in consultation with the Provincial Government

7 *Leave* —Operators and driver mechanics will be eligible for such leave as is prescribed under the rules governing their respective Provinces and leave accounts will be maintained in the usual form prescribed by Provincial Governments The sanctioning authority for such leave is the Provincial Organiser Casual leave at the credit of each member of the van staff when he is transferred from one district to another will thus be ascertainable and communicated in cases of transfer, to the District Organiser under whom the operator or the driver mechanic is transferred As far as possible, casual leave to van staff should be granted only when the van is at rest or under repair In unforeseen and unavoidable cases, exceptions to this rule may be made, but casual leave must not in any case exceed 10 days at a time

## *Duties of Operators*

1 Operators will be responsible for the proper maintenance of all equipment in vans entrusted to their charge, such as gramophones, records, projectors and films, loud speakers magic lanterns, slides etc They must clean and oil the equipment regularly and report immediately to their District Organisers if any equipment should go out of order

2 They will not smoke while in the van, or cause or permit any naked light to be taken into vans

3 They will not allow unauthorised persons to travel in their vans without proper cause, or handle any of the equipment

4 They will not operate any of the equipment which on account of any defect in condition is likely to endanger the safety of the van or the public

5 They should see that all items of equipment in their charge are in perfect working order before commencing tours

6 District Organisers will make arrangements to disburse the pay of van staff as promptly as possible at the beginning of each month

7 *Log Books*—Log Books, with thin sheets in duplicate, will be supplied to District Organisers Entries should be made daily therein and such entries should be made clearly and legibly with indelible pencil using carbon sheets The perforated sheet should be forwarded to the Provincial Organiser and the other copy kept in the log book in the van for record and verification The District Organiser should arrange for the prompt despatch of log sheets on or before the 3rd of each succeeding month

8 In exceptional cases an operator may be paid a contingent advance of Rs 5 to meet expenses connected with his van

9 Two tin boxes will be supplied for the records of the operators and the driver mechanics Another metal box, if necessary, will be supplied for the storage of films supplied to the van

10 Operators shall observe all the instructions in the previous chapter concerning the proper working of the van periods of rest, reporting of accidents, etc

## *Duties of Driver-mechanics*

1 The driver mechanics will be responsible for the proper working of the mechanism of their vans so far as propulsion is concerned, and also for the working of the independent generators and motors They will also be responsible for cleaning and oiling the engines and chassis regularly, and for keeping them in good condition generally

2 Under no circumstances whatever should vans be driven at a speed exceeding 20 miles per hour

3 Driver mechanics will be responsible for all petrol, engine-oil, kerosene, distilled water and other consumable stores entrusted to them

4 They will carry out all instructions of the District Organiser with regard to the correct execution of itineraries

5 Smoking will not be permitted on duty or while in the van

6 Driver mechanics should at all times refrain from using vehicles when aware of any serious mechanical defect In all cases, before the commencement of the programme they should arrange for the inspection of all equipment entrusted to them, and report any defects to Van Supervisors

7 They will be cleanly dressed while on duty in the uniform prescribed by their Provincial Organisers

8 During performances Driver mechanics will attend to, and will be responsible for the proper functioning of the generator and motor or engine dynamo

9 When the van is on tour and on duty both the Driver mechanic and the Operator will be responsible for its safety, both by day and by night, the Driver-mechanic, in all cases being subordinate to the Operator

## § FUELLING

1 It is advisable that all petrol tanks be provided with locks with duplicate keys and one of each retained by Regional and District Organisers respectively.

2 Fuelling should be done at headquarters under the direct supervision of a responsible officer who should escort vehicles to the filling station and personally see that petrol ordered is put into the tank and securely locked.

3 As far as possible keys of gas tanks should not be entrusted to subordinates and Driver mechanics.

4 Extra fuel for the generator, carried in vans, should be entrusted to the care of the Van Operator who should be held responsible for its proper use.

## § FORMS

### *District Organiser's Diary*

[illegible] ud written up as soon [illegible] reports, the District [illegible] should submit to the [illegible] Officer. It may be advisable to have [illegible] Organisers so as to enable them better [illegible] d out by District Organisers. In this case, each page will have to be in duplicate.

### *Inventory of Equipment in Van*

The Inventory of Van Equipment should be prepared by the Provincial Organiser and a copy [illegible] maintained by [illegible] should be subs[illegible] Regional Organiser.

## *Vehicle Log Book*

The purpose of the Vehicle Log Book is to maintain the Van in the most efficient and economical manner by maintaining a strict account of the petrol and fuel used and mileage covered The Log Book should be regularly checked by the Regional Organiser

## *Projector Equipment Service Chart*

This Chart should be maintained by the Operator It should be daily checked by the District Organiser and regularly by the Regional Organiser.

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# DISTRICT ORGANISER'S DIARY

*Mob le Van No*

Name of District Organ ser

Place

Date

| D stance travelled from last halt | Campa gns dealt with | Short report on strength of meet ng and public react on | S gnat re and designation of District or Villa e Officer present |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| | | | |

S gnature of District Organiser

# INVENTORY OF EQUIPMENT IN VAN

*Mobile Van No* Name of District

*Vehicle—*

Make
Model
Chassis No
Engine

*Battery—*

No
Make

*Tyres—*

Front Axle
Rear Axle
Spare Wheel

*Generating Engine—*

Make and No
Horse power etc
Run on petrol
or kerosene

*Generator—*

Make
Voltage
Wattage etc

*Amplifier—*

No. of valves
Make
Etc

*Magic Lantern—*

Particulars

*Strip Projector—*

Particulars

*Radio Receiver—*

Maker's Name
Model
No. of valves
Particulars
Vibrator No
Etc.

Length and number of
coupling belts

*Convertor—*

Make No
Wattage
Voltage etc

*Switch Board—*

Meters
Switches
Fuses

*Public Address System—*

Maker's Name
Type No
Number of valves
Makes of valves

*Batteries—*

Make No
No

*Microphone—*

Type
Make
No

*Speakers—*

Make
Size
Etc

*Vibrator—*

No

*Pick up—*

Make

*Gramophone—*

Particulars

| | *Maker's Name.* | *No* |
|---|---|---|
| Projector | | |
| Amplifier | | |
| Projector lens | | |
| Size etc | | |

# VEHICLE LOG BOOK

*Mobile Van No* ——————　　　　Place ——————

| Date | *Supplies to Van* | | *Supplies to generator* | | From | To | Mileometre reading before & after journey | Mileage | *Hours run* | | | | Strip Projector Or Magic Lantern |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Fuel | Oil | *Fuel | Oil | | | | | P A System | Radio | Projector and Amplifier | Generator | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| | | | | | | | | | | | | | |

*The letters K. G or O according as Kerosene Grease or Oil is purchased and their quality used for the Generator engine during the month.

Total quantity of petrol in gallons

# PROJECTOR EQUIPMENT SERVICE CHART

VAN NO..............

OPERATOR

EQUIPMENT TYPE——————　　　　——————DISTRICT.

REPORT FOR THE MONTH OF——————

## OPERATOR'S DAILY CHECK-UP

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Oiling & checking machine .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cleaning sprockets .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Checking connection .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sound test of amplifier .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Checking power supply .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Checking sound quality .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sound test—pick up .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cleaning sound Healoptical .. . .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sound test—Radio and .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public address system .. .. .. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

## OPERATOR'S WEEKLY CHECK-UP

| | 1st week. | 2nd week. | 3rd week. | 4th week. |
|---|---|---|---|---|
| Checking pad rollers .. .. .. | | | | |
| Gear box oiling .. .. .. | | | | |
| Checking L. Speaker .. .. .. | | | | |
| Cleaning arc lamp house .. .. | | | | |
| Cleaning proj. lens .. .. .. | | | | |
| Cleaning generator .. .. .. | | | | |
| Checking power supply .. .. | | | | |
| Cleaning magazines .. .. .. | | | | |
| Cleaning trap rollers .. .. .. | | | | |

## SERVICE ENGINEER'S MONTHLY CHECK UP

PROJECTOR— FOCUS LENSES SPROCKET ROLLERS

INTERMITTENT ASSEMBLY AUTOMATIC SHUTTERS WORKING

SOUND SYSTEM (MECHANICAL)— MOTOR WORKING SPROCKET PRES ROL.

OPTICAL LOUD SPEAKERS FIELD SUPPLY

POWER SUPPLY

---

AMPLIFIER ANALYSIS REPORTS ON SOUND SYSTEM PROJ

TUBES REPORTS ON AMPLIFIER

LOUD SPEAKER CONDITION PARTS REPLACED

QUALITY OF REPRODUCTION REMARKS

REPORT COMPLETED BY SER ENG ON SCHEDULE

EMERGENCY

Service Engineer inspected this Unit as stated above His recommendations are noted and at the time of his departure the equipment was working SATISFACTORILY/UNSATISFACTORILY

SIGNATURE OF DISTRICT ORGANISER——————————

SIGNATURE OF SERVICE ENGINEER——————————

SIGNATURE OF OPERATOR——————————

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